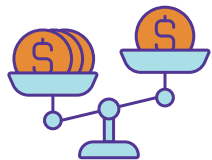


THE BUSINESS CASE FOR CHILD CARE



Most Americans underestimate the cost of child care — nearly half think full-time care for a toddler costs less than \$10,000/year. In reality, child care costs consume 29% of the average Arkansan's income.¹

CHILD CARE IS A WORKFORCE ISSUE.

Labor-force participation in Arkansas trails the national rate.

59.4%

Arkansas labor-force participation



61.8%

U.S. labor-force participation

Among Arkansas mothers, 69% cited child care as a barrier to employment.



54% of participants recently surveyed in Arkansas's manufacturing sector had reduced their hours or turned down shifts, projects, or promotions because of child care challenges.²

76% of Arkansas parents missed work in the past three months due to child care challenges.³

Retaining just 1% of eligible employees can cover the cost of child care benefits.

BUSINESS LEADERS ARE TAKING NOTICE.

For the first time in its history, the Arkansas State Chamber of Commerce identified child care availability as a critical component of talent attraction and retention.

JOIN THE GROWING LIST OF ARKANSAS BUSINESSES COMMITTED TO BEING A PART OF THE SOLUTION.



¹ New America's "The Care Disconnect: Americans Misjudge Care Realities, But Know Families Need Help." June 2026.

² Port of Little Rock Child Care Needs Assessment, March 2026.

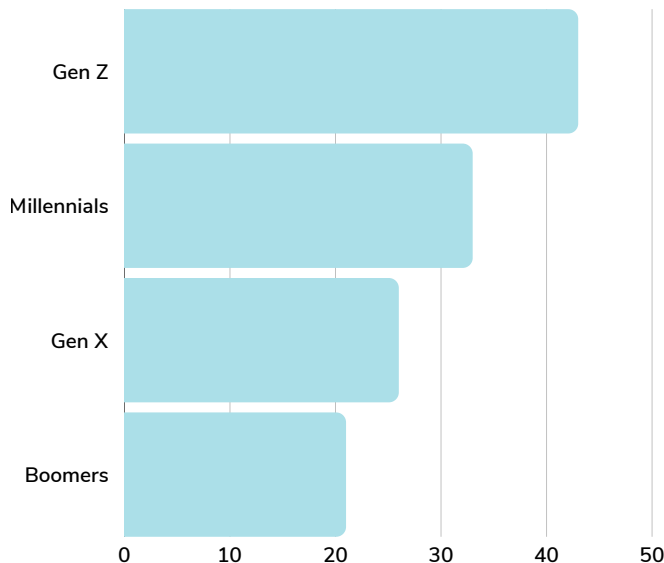
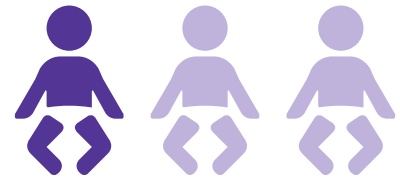
³ U.S. Chamber of Commerce Foundation, 2021.

THE BUSINESS CASE FOR CHILD CARE



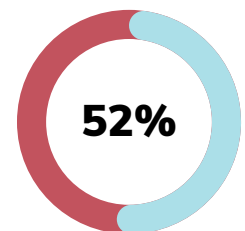
The child care crisis costs Arkansas's economy \$865 million a year. This includes costs to businesses and to tax revenue because of employee turnover and absences.¹

More than a third (34%) of Arkansans said they or someone in their household had left a job, not taken a job, or greatly changed jobs because of problems with child care in the last 12 months.¹



43% of Gen Z parents would switch jobs for financial assistance to cover child care costs — compared with Millennials at 33%, Gen X at 26%, and Boomers at 21%.²

More than half of Gen Z would switch jobs for on-site child care.²



36% of Gen Z parents have accepted a job that pays less but has more flexibility

29% of Gen Z parents have moved to a new location to find child care²

JOIN THE GROWING LIST OF ARKANSAS BUSINESSES COMMITTED TO BEING A PART OF THE SOLUTION.



¹ U.S. Chamber of Commerce Foundation. (2021). Untapped Potential: How Childcare Impacts Arkansas's Workforce Productivity and the State Economy.

² KinderCare Learning Companies. (2024). KinderCare Confidence Index: The State of Parent Confidence.